

Index: Volume 31

Author Index

- Aaker, David; *Brand Extensions: The Good, the Bad, and the Ugly*; Summer 1990, Vol. 31, No. 4, pp. 47-56.
- Adler, Paul S., Henry E. Riggs, and Steven C. Wheelwright; *Product Development Know-How: Trading Tactics for Strategy*; Fall 1989, Vol. 31, No. 1, pp. 7-17.
- Ancona, Deborah G. and David A. Nadler; *Top Hats and Executive Tales: Designing the Senior Team*; Fall 1989, Vol. 31, No. 1, pp. 19-28.
- Anderson, Erin; *Two Firms, One Frontier: On Assessing Joint Venture Performance*; Winter 1990, Vol. 31, No. 2, pp. 19-30.
- Barnett, F. William; *Elastic Capacity & Skin-Tight Costs: Low-Budget Production Improvements*; Spring 1990, Vol. 31, No. 3, pp. 65-71.
- Beidleman, Carl R., Donna Fletcher, and David Veshosky; *On Allocating Risk: The Essence of Project Finance*; Spring 1990, Vol. 31, No. 3, pp. 47-55.
- Berry, Leonard L., Valarie A. Zeithaml, and A. Parasuraman; *Five Imperatives for Improving Service Quality*; Summer 1990, Vol. 31, No. 4, pp. 29-38.
- Bitran, Gabriel R. and Johannes Hoech; *The Humanization of Service: Respect at the Moment of Truth*; Winter 1990, Vol. 31, No. 2, pp. 89-96.
- Cohen, Morris A. and Hau L. Lee; *Out of Touch with Customer Needs? Spare Parts and After Sales Service*; Winter 1990, Vol. 31, No. 2, pp. 55-66.
- Culbert, Samuel A. and John J. McDonough; *Wrongful Termination and the Reasonable Manager: Balancing Fair Play and Effectiveness*; Summer 1990, Vol. 31, No. 4, pp. 39-46.
- Davenport, Thomas H. and James E. Short; *The New Industrial Engineering: Information Technology and Business Process Redesign*; Summer 1990, Vol. 31, No. 4, pp. 11-27.
- Erickson, Tamara J., John F. Magee, Philip A. Rousel, and Kamal N. Saad; *Managing Technology as a Business Strategy*; Spring 1990, Vol. 31, No. 3, pp. 73-78.
- Evan, William M. and Paul Olk; *R&D Consortia: A New U.S. Organizational Form*; Spring 1990, Vol. 31, No. 3, pp. 37-46.
- Geroski, Paul; *On Diversity and Scale—Extant Firms and Extinct Goods?*; Fall 1989, Vol. 31, No. 1, pp. 75-83.
- Hackett, Gregory P.; *Investment in Technology—The Service Sector Sinkhole?*; Winter 1990, Vol. 31, No. 2, pp. 97-103.
- Henderson, John C.; *Plugging into Strategic Partnerships: The Critical IS Connection*; Spring 1990, Vol. 31, No. 3, pp. 7-18.
- Hunt, Christopher B. and Ellen R. Auster; *Proactive Environmental Management: Avoiding the Toxic Trap*; Winter 1990, Vol. 31, No. 2, pp. 7-18.
- Kaikati, Jack G.; *Europe 1992—Mind Your Strategic P's and Q's*; Fall 1989, Vol. 31, No. 1, pp. 85-92.
- Lewis, William W. and Lawrence H. Linden; *A New Mission for Corporate Technology*; Summer 1990, Vol. 31, No. 4, pp. 57-67.
- Lyons, Thomas F., A. Richard Krachenberg, and John W. Henke, Jr.; *Mixed Motive Marriages: What's Next for Buyer-Supplier Relations?*; Spring 1990, Vol. 31, No. 3, pp. 29-36.
- Menezes, Melvyn A.J. and John A. Quelch; *Leverage Your Warranty Program*; Summer 1990, Vol. 31, No. 4, pp. 69-80.
- Olver, James M. and Paul W. Farris; *Push and Pull: A One-Two Punch for Packaged Products*; Fall 1989, Vol. 31, No. 1, pp. 53-61.
- Ost, Edward J.; *Team-Based Pay: New Wave Strategic Incentives*; Spring 1990, Vol. 31, No. 3, pp. 19-27.

Sloan
Management
Review
105
Fall 1990

Index

106

Volume 31

Quelch, John A. and Robert D. Buzzell; *Marketing Moves through EC Crossroads*; Fall 1989, Vol. 31, No. 1, pp. 63-74.

Quinn, James Brian and Penny C. Paquette; *Technology in Services: Creating Organizational Revolutions*; Winter 1990, Vol. 31, No. 2, pp. 67-78.

Quinn, James Brian, Thomas L. Doorley, and Penny C. Paquette; *Technology in Services: Rethinking Strategic Focus*; Winter 1990, Vol. 31, No. 2, pp. 79-87.

Robertson, Diana C. and E. Webb Bassick IV; *Beyond Golden Bailouts: The Tin Parachute Is Landing*; Fall 1989, Vol. 31, No. 1, pp. 43-52.

Rosenthal, Stephen R. and Harold Salzman; *Hard Choices about Software: The Pitfalls of Procurement*; Summer 1990, Vol. 31, No. 4, pp. 81-91.

Schein, Edgar H.; *A General Philosophy of Helping: Process Consultation*; Spring 1990, Vol. 31, No. 3, pp. 57-64.

Slevin, Dennis P. and Jeffrey G. Covin; *Juggling Entrepreneurial Style and Organizational Structure: How to Get Your Act Together*; Winter 1990, Vol. 31, No. 2, pp. 43-53.

Thomas, Linda Thiede and James E. Thomas; *The ABCs of Child Care: Building Blocks of Competitive Advantage*; Winter 1990, Vol. 31, No. 2, pp. 31-41.

Yip, George S.; *Global Strategy . . . In a World of Nations?*; Fall 1989, Vol. 31, No. 1, pp. 29-41.

Subject Index

BUSINESS ETHICS AND PUBLIC POLICY

Proactive Environmental Management: Avoiding the Toxic Trap; Christopher B. Hunt and Ellen R. Auster; Winter 1990, Vol. 31, No. 2, pp. 7-18.

Wrongful Termination and the Reasonable Manager: Balancing Fair Play and Effectiveness; Samuel A. Culbert and John J. McDonough; Summer 1990, Vol. 31, No. 4, pp. 39-46.

CORPORATE STRATEGY

The ABCs of Child Care: Building Blocks of Competitive Advantage; Linda Thiede Thomas and James E. Thomas; Winter 1990, Vol. 31, No. 2, pp. 31-41.

Europe 1992—Mind Your Strategic P's and Q's; Jack G. Kaikati; Fall 1989, Vol. 31, No. 1, pp. 85-92.

Global Strategy . . . In a World of Nations?; George S. Yip; Fall 1989, Vol. 31, No. 1, pp. 29-41.

Managing Technology as a Business Strategy; Tamara J. Erickson, John F. Magee, Philip A. Roussel, and Kamal N. Saad; Spring 1990, Vol. 31, No. 3, pp. 73-78.

A New Mission for Corporate Technology; William W. Lewis and Lawrence H. Linden; Summer 1990, Vol. 31, No. 4, pp. 57-67.

Proactive Environmental Management: Avoiding the Toxic Trap; Christopher B. Hunt and Ellen R. Auster; Winter 1990, Vol. 31, No. 2, pp. 7-18.

Product Development Know-How: Trading Tactics for Strategy; Paul S. Adler, Henry E. Riggs, and Steven C. Wheelwright; Fall 1989, Vol. 31, No. 1, pp. 7-17.

Technology in Services: Rethinking Strategic Focus; James Brian Quinn, Thomas L. Doorley, and Penny C. Paquette; Winter 1990, Vol. 31, No. 2, pp. 79-87.

FINANCIAL MANAGEMENT

On Allocating Risk: The Essence of Project Finance; Carl R. Beidleman, Donna Fletcher, and David Veshosky; Spring 1990, Vol. 31, No. 3, pp. 47-55.

HUMAN RESOURCE MANAGEMENT

The ABCs of Child Care: Building Blocks of Competitive Advantage; Linda Thiede Thomas and James E. Thomas; Winter 1990, Vol. 31, No. 2, pp. 31-41.

Beyond Golden Bailouts: The Tin Parachute Is Landing; Diana C. Robertson and E. Webb Bassick IV; Fall 1989, Vol. 31, No. 1, pp. 43-52.

Team-Based Pay: New Wave Strategic Incentives; Edward J. Ost; Spring 1990, Vol. 31, No. 3, pp. 19-27.

Top Hats and Executive Tales: Designing the Senior Team; Deborah G. Ancona and David A. Nadler; Fall 1989, Vol. 31, No. 1, pp. 19-28.

Wrongful Termination and the Reasonable Manager: Balancing Fair Play and Effectiveness; Samuel A. Culbert and John J. McDonough; Summer 1990, Vol. 31, No. 4, pp. 39-46.

INTERNATIONAL BUSINESS

Europe 1992—Mind Your Strategic P's and Q's; Jack G. Kaikati; Fall 1989, Vol. 31, No. 1, pp. 85-92.

Global Strategy . . . In a World of Nations?; George S. Yip; Fall 1989, Vol. 31, No. 1, pp. 29-41.

Marketing Moves through EC Crossroads; John A. Quelch and Robert D. Buzzell; Fall 1989, Vol. 31, No. 1, pp. 63-74.

On Diversity and Scale—Extant Firms and Extinct Goods?; Paul Geroski; Fall 1989, Vol. 31, No. 1, pp. 75-83.

LEADERSHIP AND ORGANIZATION STUDIES

The ABCs of Child Care: Building Blocks of Competitive Advantage; Linda Thiede Thomas and James E. Thomas; Winter 1990, Vol. 31, No. 2, pp. 31-41.

A General Philosophy of Helping: Process Consultation; Edgar H. Schein; Spring 1990, Vol. 31, No. 3, pp. 57-64.

Juggling Entrepreneurial Style and Organizational Structure: How to Get Your Act Together; Dennis P. Slevin and Jeffrey G. Covin; Winter 1990, Vol. 31, No. 2, pp. 43-53.

The New Industrial Engineering: Information Technology and Business Process Redesign; Thomas H. Davenport and James E. Short; Summer 1990, Vol. 31, No. 4, pp. 11-27.

A New Mission for Corporate Technology; William W. Lewis and Laurence H. Linden; Summer 1990, Vol. 31, No. 4, pp. 57-67.

Proactive Environmental Management: Avoiding the Toxic Trap; Christopher B. Hunt and Ellen R. Auster; Winter 1990, Vol. 31, No. 2, pp. 7-18.

R&D Consortia: A New U.S. Organizational Form; William M. Evan and Paul Olk; Spring 1990, Vol. 31, No. 3, pp. 37-46.

Team-Based Pay: New Wave Strategic Incentives; Edward J. Ost; Spring 1990, Vol. 31, No. 3, pp. 19-27.

Technology in Services: Creating Organizational Revolutions; James Brian Quinn and Penny C. Paquette; Winter 1990, Vol. 31, No. 2, pp. 67-78.

Top Hats and Executive Tales: Designing the Senior Team; Deborah G. Ancona and David A. Nadler; Fall 1989, Vol. 31, No. 1, pp. 19-28.

MANAGEMENT INFORMATION SYSTEMS

Plugging into Strategic Partnerships: The Critical IS Connection; John C. Henderson; Spring 1990, Vol. 31, No. 3, pp. 7-18.

MANAGEMENT OF TECHNOLOGY AND INNOVATION

Hard Choices about Software: The Pitfalls of Procurement; Stephen R. Rosenthal and Harold Salzman; Summer 1990, Vol. 31, No. 4, pp. 81-91.

Investment in Technology—The Service Sector Sinkhole?; Gregory P. Hackett; Winter 1990, Vol. 31, No. 2, pp. 97-103.

Managing Technology as a Business Strategy; Tamara J. Erickson, John F. Magee, Philip A. Roussel, and Kamal N. Saad; Spring 1990, Vol. 31, No. 3, pp. 73-78.

The New Industrial Engineering: Information Technology and Business Process Redesign; Thomas H. Davenport and James E. Short; Summer 1990, Vol. 31, No. 4, pp. 11-27.

A New Mission for Corporate Technology; William W. Lewis and Laurence H. Linden; Summer 1990, Vol. 31, No. 4, pp. 57-67.

Plugging into Strategic Partnerships: The Critical IS Connection; John C. Henderson; Spring 1990, Vol.

Sloan
Management
Review

107

Fall 1990

31, No. 3, pp. 7-18.

Product Development Know-How: Trading Tactics for Strategy; Paul S. Adler, Henry E. Riggs, and Steven C. Wheelwright; Fall 1989, Vol. 31, No. 1, pp. 7-17.

R&D Consortia: A New U.S. Organizational Form; William M. Evan and Paul Olk; Spring 1990, Vol. 31, No. 3, pp. 37-46.

Technology in Services: Creating Organizational Revolutions; James Brian Quinn and Penny C. Paquette; Winter 1990, Vol. 31, No. 2, pp. 67-78.

Technology in Services: Rethinking Strategic Focus; James Brian Quinn, Thomas L. Doorley, and Penny C. Paquette; Winter 1990, Vol. 31, No. 2, pp. 79-87.

MARKETING

Brand Extensions: The Good, the Bad, and the Ugly; David Aaker; Summer 1990, Vol. 31, No. 4, pp. 47-56.

The Humanization of Service: Respect at the Moment of Truth; Gabriel R. Bitran and Johannes Hoech; Winter 1990, Vol. 31, No. 2, pp. 89-96.

Leverage Your Warranty Program; Melvyn A.J. Menezes and John A. Quelch; Summer 1990, Vol. 31, No. 4, pp. 69-80.

Marketing Moves through EC Crossroads; John A. Quelch and Robert D. Buzzell; Fall 1989, Vol. 31, No. 1, pp. 63-74.

Out of Touch with Customer Needs? Spare Parts and After Sales Service; Morris A. Cohen and Hau L. Lee; Winter 1990, Vol. 31, No. 2, pp. 55-66.

Push and Pull: A One-Two Punch for Packaged Products; James M. Oliver and Paul W. Farris; Fall 1989, Vol. 31, No. 1, pp. 53-61.

OPERATIONS MANAGEMENT AND RESEARCH

Elastic Capacity & Skin-Tight Costs: Low-Budget Production Improvements; F. William Barnett; Spring 1990, Vol. 31, No. 3, pp. 65-71.

Mixed Motive Marriages: What's Next for Buyer-Supplier Relations?; Thomas F. Lyons, A. Richard Krachenberg, and John W. Henke, Jr.; Spring 1990, Vol. 31, No. 3, pp. 29-36.

The New Industrial Engineering: Information Technology and Business Process Redesign; Thomas H. Davenport and James E. Short; Summer 1990, Vol. 31, No. 4, pp. 11-27.

PLANNING AND CONTROL SYSTEMS

On Allocating Risk: The Essence of Project Finance; Carl R. Beidleman, Donna Fletcher, and David Veshosky; Spring 1990, Vol. 31, No. 3, pp. 47-55.

Two Firms, One Frontier: On Assessing Joint Venture Performance; Erin Anderson; Winter 1990, Vol. 31, No. 2, pp. 19-30.

SERVICE AND QUALITY

Five Imperatives for Improving Service Quality; Leonard L. Berry, Valarie A. Zeithaml, and A. Parasuraman; Summer 1990, Vol. 31, No. 4, pp. 29-38.

The Humanization of Service: Respect at the Moment of Truth; Gabriel R. Bitran and Johannes Hoech; Winter 1990, Vol. 31, No. 2, pp. 89-96.

Leverage Your Warranty Program; Melvyn A.J. Menezes and John A. Quelch; Summer 1990, Vol. 31, No. 4, pp. 69-80.

Out of Touch with Customer Needs? Spare Parts and After Sales Service; Morris A. Cohen and Hau L. Lee; Winter 1990, Vol. 31, No. 2, pp. 55-66.

■

